

DETAILED ACTION

EXAMINER'S AMENDMENT

An examiner's amendment to the record appears below. Should the changes and/or additions be unacceptable to applicant, an amendment may be filed as provided by 37 CFR 1.312. To ensure consideration of such an amendment, it MUST be submitted no later than the payment of the issue fee.

Authorization for this examiner's amendment was given in a telephone interview with Karl Rees on December 21, 2010.

The application in regard to the abstract has been amended with regard to MPEP 608.01 as follows:

ABSTRACT

Tags are inserted into a broadcast stream. The tags contain command and control information that a receiver acts upon. For example, tags may indicate start and end points of a program segment. The receiver may skip the segment automatically or in response to the viewer pressing a button. Or, the receiver may automatically replace commercial segments with new segments. As another example, menus, icons, and Web pages may be displayed based on tags. If a menu requires that the viewer exit from playback of program material, the receiver returns the viewer back to the same exit point when the interaction is complete. Menus and icons may be used to generate leads, generate sales, and schedule the recording of programs. As another example, an icon is displayed to indicate that an advertised program is available for recording. The viewer presses a single button to cause the receiver to schedule the recording.

Contact Information

Any inquiry concerning this communication or earlier communications from the examiner should be directed to JAMIE ATALA whose telephone number is (571)272-7384. The examiner can normally be reached on Monday - Friday 9am-5pm.

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If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Thai Tran can be reached on 571-272-7382. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free). If you would like assistance from a USPTO Customer Service Representative or access to the automated information system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.

/JAMIE ATALA/

Primary Examiner, Art Unit 2484